

## CASE STUDY

### Direct mail house fulfils ambitions with extra bandwidth from Comtec

Surrey-based DP Direct is one of the UK's most established direct mail fulfilment companies. Having grown its bandwidth consumption and dependence over several years, DP was using a 2Mbps leased line to ensure high-speed QoS assured connectivity for use at all times. Rapid data transfer is critical to DP in order to fulfil customer orders and maintain high customer confidence.

“We handle millions of pieces of direct mail every year, and maintain the highest possible standards in print production, fulfilment and data management,” commented David Magnuson, Finance Director at DP Direct. “This means being able to transmit and manipulate significant numbers of very large data files. Even though we only installed our 2Mbps leased line three years ago, we’d been finding that it was already slowing down transfer times, and we were extremely concerned that this might affect customer service levels.”



Given the opportunity to upgrade its connectivity to higher speeds, DP enlisted Comtec to provide a dedicated 10Mbps connection. Mindful of replacing connectivity to a service five times faster, Magnuson was very impressed that costs actually came in lower for the 10Mbps than it had previously done for 2Mbps.

“As well as solving our bandwidth bottleneck for no additional cost, gaining higher speed connectivity has helped us justify a series of other innovations that improve our operational responsiveness and lower our overheads,” explained Magnuson. “With Comtec’s help, we have been able to replace our old telephony system with a fully-featured Avaya IP PBX. The cost for that is net off against no longer having to pay extra for a dedicated voice connection, together with the savings associated with substantially reduced call costs.”

With 10Mbps of continuous IP connectivity at its disposal, DP Direct is also pursuing a number of internal hosted services aimed at enhancing customer engagement. These are likely to include an online transaction and processing system, and a shared workspace/storage solution for allowing DP and its customers to access and collaborate in ongoing projects.

“The extra bandwidth from the new connectivity service has really given us wings,” concluded Magnuson. “And we know that Comtec can easily scale this up if we need the capacity or want to introduce more hosted services in the future.”

#### Key Benefits

- » Replaced 2Mbps leased line with 10Mbps IP connection at lower cost
- » Enabled IP telephony investment that increases customer responsiveness
- » IP telephony platform pays for itself via voice connection disposal and reduced call costs
- » New hosted services such as online transactions made possible for the first time
- » Extra scalability easily available at marginal additional cost